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"F-W-R"
PLANTS

THIRTY-THIRD YEAR

PRICE LIST

RECEIVED

★ APR 2 1931 ★

"F-W-R"
PLANTS

F. W. ROCHELLE & SONS

RE-ROOTED VEGETABLE PLANTS

OUR SPECIALTIES

Our great specialties are re-rooted field grown Cauliflower, Cabbage, Brussels Sprouts, Celery and Tomato Plants.

We grow them by the million.

We raise our Cauliflower, Cabbage and Sprout plants every year on new ground.

Our plants are raised from the best seed, sown thin in rows and hoed liked onions.

They are given an average of more than 6 square inches of space each over the whole field. Extra stocky. Dug with forks (not pulled), so that each plant has a good big root system. Shipped carefully packed in damp moss.

Will sell plants, if anyone wants to buy them that way, by the square foot figuring an average of six square inches for each plant.

We buy from the Danish growers the finest strains of Cauliflower and Cabbage seed grown.

We grow Cauliflower ourselves for market, so we know exactly what each strain of seed will produce, and which are the earliest and finest strains.

We have tested strains of cabbage seed for 20 years and buy the best strains that can be bought.

We import from the Originator in France the Golden Self Bleaching and Giant Pascal Celery seed.

We ship only selected, re-rooted plants.

We employ seven men and 20 to 25 counters during the shipping season and can ship 200,000 plants per day.

SAFE DELIVERY

We guarantee safe delivery of all plants and if any should be spoiled, we will replace them.

CAULIFLOWER PLANTS

READY MAY 10th

EARLIEST CATSKILL MOUNTAIN SNOWBALL
EARLY LONG ISLAND SNOWBALL
SUPER SNOWBALL
EXTRA EARLY ERFURT

We make a great specialty of Cauliflower Plants, buying the best seed only, sowing every 3 or 4 days from the middle of March to near the first of July, having a large supply of fresh plants always on hand.

We ship only fresh plants.

We have, we think, the largest sale of Cauliflower plants in the United States.

We received one year orders for 550,000 Cauliflower plants, in one day from members of the Long Island Cauliflower Association, or their neighbors.

We have sold out, about August 1st, all the Cauliflower plants we had, four separate years, to members of the Association, or their neighbors.

We have sold 190,000 plants in one year to one member of the Association. We have a very large trade among large cauliflower growers, all over the East, who make a specialty of the crop.

We could only have this trade by supplying the highest grade of plants from the best seed.

Cauliflower is an expensive crop to grow and large growers will not risk their crop on any but the highest quality of plants from the best strains of seed.

The general reasons why we have this very large trade are:

1—Because we buy and sow the highest quality of seed only.

We never sow an ounce of seed but the best.

2—We have had thirty-one years' experience and we know how to raise the finest grade of plants that can be grown.

3—We are located in a grain and dairy section and not in a trucking section, so we do not have the pests and diseases that are often prevalent in a trucking section.

We have never seen a cabbage maggot.

The Japanese Beetle is not in this part of the State.

4—To keep our Cauliflower, Cabbage and Sprout plants free from disease we have moved our plant fields 21 times in 32 years to NEW tracts of land.

We have never seen a Cauliflower, Cabbage or Sprout plant that had club-root.

The European corn borer and Gypsy moth are not in this part of the country.

5—We are located in the New Jersey Highlands, a cool situation, very favorable to Cauliflower plants, and on soil having naturally enough lime in it to make it neutral or slightly alkaline, which grows the most healthy Cauliflower and cabbage plants.

6—When you buy our plants you get not only pedigreed plants, but CLEAN plants.

You do not get cabbage maggots, corn borers, Gypsy moths or Japanese beetles to infest your land because there are no such things in this part of the country.

Neither do you get club-root, as our soil has sufficient lime to make it neutral and we grow plants on new grain land each year.

Last year we sowed a very large amount of Cauliflower seed at our New Jersey plant fields, and also, for early plants, at our place in lower Delaware, more cauliflower seed, no doubt, than had ever before been sown, in one season, by any plant growers.

All of the early plants that we had in Delaware were sold, and we did not have near enough to fill the orders received.

The plants that we had at Chester, for sale during June, were all sold and we did not have near enough of them.

The very large number of plants that we had for sale during July were all sold—largely to the growers of the Long Island Cauliflower Association and their neighbors—and we did not have half enough to fill the orders received.

There were six people here from the North Shore of Long Island for plants, by automobile or truck, in one day.

The present season is the fourth season that we have sold entirely out to the Long Island Cauliflower growers.

One grower came, with neighbors, with a truck and got 60,000 plants, and when he got home telegraphed the money for 10,000 more.

In the Fall, when we were touring the Long Island Cauliflower section, to examine the fields of cauliflower, we stopped at his place.

He had, we think, the finest field of cauliflower that we had ever seen.

He had raised some plants of his own from seed bought on Long Island.

In the winter he wrote us that he had sold \$8,000 worth of cauliflower from the field of 12 acres, and that there was \$2,000 or \$3,000 worth left out on the field when the early Fall freeze came.

He asked if we would sell him 6 pounds of our seed, saying that the cauliflower from our seed "was the best."

We wrote him that we would, and he sent us a certified check for 11 pounds, ordering some for his neighbors.

WE ARE SOWING NEARLY DOUBLE THE AMOUNT OF SEED THIS YEAR AND HOPE TO HAVE ENOUGH PLANTS TO FILL EVERY ORDER.

F. W. Rochelle & Sons.

Dear Sirs:

Your letter of January 21st in regard to Seeds and Plants was received.

I note what you say in regard to quality, viz.—"Which we believe is the best strain in existence."

I am not going to dispute your claim for I have tried your plants for two seasons with remarkable success.

A representative of one of the largest seed houses in the State inspected my cauliflowers last Fall, saw some matured plants which I had received from you, growing side by side with plants grown from seed—the best that I could buy—and he readily admitted the superiority of yours over all others.

I understand that firm wrote you and tried to buy seed from you, but was refused. For which I am duly thankful.

I am planning to raise five acres of cauliflowers the coming season and will order from you at least 5,000 plants, probably more, also seed.

I would like the first 5,000 plants that you produce.

I find that the sale of cauliflowers begins earlier each year.

Yours truly,

Sutton, Mass., _____.

Bovina, New York.

"The 5,000 cauliflower plants I ordered from you last season were fine."

Andes, New York.

"The cauliflower plants we got from you last year were fine. Hardly lost a plant."

Union Grove, New York.

"The cauliflower plants you sent me did well and produced fine heads."

Hamden, New York.

"The cauliflower plants which I had from you last season were very satisfactory."

Halcott Center, New York.

"I guess you have received a number of orders from my recommending your plants. I gave your lists to people who wanted plants."

—Farm
HOT BED VEGETABLES
—Owner

Member Norfolk Hot Bed Growers Association

Messrs. F. W. Rochelle & Sons,
Chester, N. J.

Gentlemen:

I wish to say that the six thousand Snowball Cauliflower Plants I purchased from you last fall were the finest I have ever seen.

I was given credit for having the finest Cauliflower in the two counties (Norfolk and Princess Anne, the two greatest trucking counties in the United States) and I want to place my order for 16,000 for delivery between August 20th and 25th as I want to be sure of getting your plants again.

I want to be sure to get the same variety and re-rooted plants as you shipped me last August, as they were splendid.

Let me know if you require a deposit and I will mail you check and will write you later exact mailing date.

Yours very truly,

Hobart, New York.

"The cauliflower plants bought from you yielded second to none in this neighborhood."

South Kortright, New York.

"The cauliflower plants I got from you last year were the best around here."

"I had the best crop around here—great, big ones."

Bovina, New York.

"I will want 10,000 Catskill Cauliflower plants around May 25th."

"The plants arrived in fine condition last year."

"They grew the best and were the nicest plants I had in my field."

Windham, New York.

"I want to set 8,000 or 10,000 Cauliflower plants by May 10th or 12th."

"Shall also want a large quantity the first of June."

"Your plants were extra nice last year."

Delhi, New York.

"The other Cauliflower plants I got from you are fine."

Shavertown, New York.

"The Cauliflower plants that I bought from you last spring did fine."

Plainfield, Vt.

"Have planted your Cauliflower plants for three years now and have had the best Cauliflower in my town."

Johnstown, Pa.

"The Cauliflower plants last year made fine heads. I had one dealer tell some other men that that was the finest cauliflower he ever saw."

Topsham, Maine.

"Please send me 1,000 cauliflower plants. You certainly send good plants. Last year I bought 500 cauliflower plants from another place. I got 10 heads out of the 500, but the 500 plants I got from you I lost but 3, and every plant had a good head."

Maytown, Pa.

"I got Cauliflower plants from you last year and everyone headed."

"The plants of many growers around here did not head."

"Mine were fine."

Derry Village, N. H.

"Regardless of season or conditions I always got a wonderful return for the money invested in your cauliflower plants."

Clark's Summit, Pa.
"The Cauliflower we got from you last year was the best we ever had."

Wilton, N. H.
"We had the finest and largest Cauliflower from you last year. Every one remarked about them. Sold them very quickly."

"We are anxious to put in some early Cauliflower plants, also to purchase some of your seed. Will you kindly send price list," Northboro, Mass.

West Ossipee, N. H.
"Last year was the first time I ever tried cauliflower. I put up a sign and took it down in 24 hours. A man came at 9:30 at night for 3 heads, said he would carry them in from the field. He took two and said I would have to take the other. You could not have put any one of them in a water pail—just on manure. He said he never saw anything like it before—it must have been the plants—as it is not me. I came here from Boston six years ago. I am no farmer.

"Send me 3,500 cabbage plants—I will leave it to you what to send—I want a bard winter cabbage."

Conyngham, Pa.
"Cauliflower plants received last year. Had a fine crop."

Danville, Pa.
"Last year my cauliflower headed up grand."

Port Jervis, New York.
"I purchased several thousand cabbage and cauliflower plants from you last year and I must say they were the best ever."

Merrimack, N. H.
"Your Cauliflower plants were good last year. Am sending a double order this year."

Suncook, N. H.
"I bought cauliflower plants from you two years ago when I was at Concord, Mass., and they were very satisfactory."

Waterford, Pa.
"We received our cauliflower plants last year and they were excellent and did fine."

Rouseville, Pa.
"Several years ago I ordered cauliflower plants from you. They did fine."

Waterbury, Conn.
"Please send us as soon as you can 1,000 Snowball Cauliflower plants, the same as we had last year."

Bros.
Maytown, Pa.
"The cauliflower I got from you last season headed up fine. None as nice put on the market in Marietta."

"Got a good crop of Cauliflower.
"Very satisfactory."
"Was more than pleased with cauliflower plants sent last year. They were O. K."
"Those cauliflower and celery plants I got from you last year were fine."

"I sent to you for plants two years ago. I had such nice cabbage and cauliflowers that I don't want to send to anyone else."

Please send me 1,000 re-rooted Snowball Cauliflower Plants.
"I was much pleased with the plants sent me in former years."

"Celery and Cauliflower Plants came O. K. They were very fine stuff."

"Those plants (Cauliflower) came through in first class shape.
"It is a pleasure to get plants like them."
"I would like to know if you have any more Cauliflower plants the same as Mr. bought from you last week."

"The cauliflower plants arrived in splendid condition."—B. & W., South Chelmsford, Mass.
"We received our Cauliflower plants last year and they did fine."

"The Cauliflower I got from you this Spring proved A. 1.
"I took the First Prize in Cauliflower, and two prizes with the Copenhagen Market Cabbage at Northern Maine Fair, Aroostock County.
"There were 13 entries for Cauliflower and 10 entries for the Cabbage.
"They were re-rooted plants and there was not one plant that did not head."—H. B. Hughes, Mapleton, Maine.
"Your cabbage and cauliflower were No. 1.
"I thank you very much for prompt delivery.
"Please send me by return post 1,000 Re-rooted Cauliflower plants."

"Had cauliflower plants of you 4 years ago, and had very fine, large heads of cauliflower."
"Your cauliflower plants did fine with me last year."
"Please find \$5.00 for Early Snowball Cauliflower plants. Mr. has just received some (20,000) very fine plants from you."
"Last year's cauliflower plants were A-1."

CAULIFLOWER PLANTS

READY MAY 10th—FIELD GROWN

EARLIEST CATSKILL MOUNTAIN SNOWBALL			
EARLY LONG ISLAND SNOWBALL			
EXTRA EARLY ERFURT			
New Beds Every 3 or 4 Days.			
1,000	\$ 4.50	300	\$ 2.00
500	2.50	200 or less	1.50
June and July plants, 5,000.....			
20.00			

SUPER SNOWBALL			
1,000	\$ 5.00	300	\$ 2.50
500	3.00	200 or less	2.00

LONG ISLAND IMPROVED BRUSSELS SPROUTS

Ready May 10th to August 10th	
Per 1,000	\$ 3.00
500	2.00
300 or less	1.50

TOMATO PLANTS—FIELD GROWN

Ready May 25th	
NEW STONE, RED ROCK, MATCHLESS, FAVORITE GREATER BALTIMORE	
Per 1,000	\$3.50
Per 500	2.00
Per 300 or less	\$1.50

FIELD GROWN CABBAGE PLANTS

6,000,000 Cabbage Plants. Raised on new ground. Sown thin in rows.
Field Grown.—Ready May 10th to October 1st.
Hoed like onions. Dug with forks. Shipped in ventilated packages with rotts in damp moss.
DANISH BALL HEAD (See account of strain tests below).
ENKHUIZEN GLORY (See account of strain tests below).
COPENHAGEN MARKET (See account of strain tests below).
GOLDEN ACRE ALL SEASON
ALL HEAD EARLY LATE FLAT DUTCH
SUCCESSION CHARLESTON WAKEFIELD
SUREHEAD MAMMOUTH RED ROCK
EARLY FLAT DUTCH DRUMHEAD SAVOY
EARLY JERSEY WAKEFIELD WISCONSIN HOLLANDER

RE-ROOTED CABBAGE PLANTS	
(Mass of fine, new roots grown on them.)	
All Varieties per 1,000.....	\$2.00
5,000.....	9.00
500 or less	1.50

CELERY PLANTS—FIELD GROWN

CELERY PLANTS—Ready about July 1st to September 1st. 1,000,000 plants raised by heavy fertilization in rows 12 inches apart, and given clean cultivation. Strong, stocky plants. None but good, strong plants with heavy roots sent out. The plants are dug with forks, so that each plant has a good, big root system. They are worth more than the price asked. Some cheap, things are good, but cheap celery plants are not satisfactory. Send a trial order for 500 or 1,000 of these plants.
RE-ROOTED FIELD GROWN CELERY PLANTS
(Mass of fine, new roots grown on them.)
FRENCH GOLDEN SELF-BLEACHING (French Seed).
(Imported by us from the French Originator of the variety).
EASY BLEACHING OR SANFORD SUPERB.
(We raised the first seed offered for sale of this strain for the Introducer—about 50 lbs.)
WONDERFUL or GOLDEN PLUME
WHITE PLUME (French Seed). Imported by us.
GIANT PASCAL (French Seed).
WINTER QUEEN, GOLDEN HEART, FORDHOOK EMPEROR

All Varieties 1,000.....	\$3.00
500.....	2.00
300 or less	1.50

NOTE—It was proved by the Maryland Experiment Station several year ago that Golden Self-Bleaching from French Seed does not become hollow stalked.
We have bought the originator's strain of French grown Golden Self-Bleaching seed for many years and have never seen or heard of a bollow stalk from the strain.
We import the seed direct from the originator.
We pay a high price for the seed, so have to ask a little more per 1,000, for the plants than are raised from cheap strains.

COMMENTS ON VARIETIES

We tested for 6 years, side by side, in the field, for TONS PER ACRE practically all the strains of Danish Ballhead and Copenhagen Market seed grown by the largest Danish seed growers, and at the end of the season have weighed up the cabbage from each strain and have imported the highest yielding strain of each.
We have been cabbage growers, as well as plant growers, for over 20 years, and we believe we grow the biggest crops that have ever been grown in New Jersey.
The strain of Danish seed that we have imported yielded in our field in a dry season 21 tons per acre.
The plants were set 2½x3 feet, and at the end of the season scales were taken to the field, the cabbage of each strain cut and weighed in the field.
The field had been marked out with a marker, making the rows of plants exactly 3 feet apart, and the plants set exactly 2½ feet in the row, so that every plant should have exactly the same space.
The fertilizer had been drilled in broadcast, with a fertilizer drill, across the rows, so that each strain should have exactly the same amount of fertilizer.
The heads of the heaviest yielding of the 31 strains averaged 7.22 lbs. each.

COPENHAGEN MARKET

Ontario County, New York, is probably the largest producer of cabbage of any county in the United States, just as Aroostock County, Maine, is the largest producer of White potatoes; and Accomac County, Virginia, is the largest producer of sweet potatoes.
Almost every farmer is a grower of cabbage.
Thousands of carloads of cabbage are shipped out of the county each year.
They have a County Organization that tests strains of seed for products, too.
Our strain of Copenhagen Market (No. 11) took first place in their trials of 1922.

Clifton Springs, Ontario County, N. Y.
April 21, 1926.
F. W. Robbelle & Sons,
Chester, New Jersey.
Dear Sirs:
Please send me by mail at once 2 lbs. Copenhagen market, No. 11, at \$4.00. Inclosed you will find check for same.
I got 80 tons market cabbage from 2 5-8 acres—measured acres: Best I ever raised.
Please send at once.
Yours truly,

"Having raised three of the best crops of cabbage from your No. 11 Copenhagen Market is why I wrote you for commission on sales."
Clifton Springs, N. Y.

"Two years ago I bought 2½ lbs. of seed of you and I had good plants and a good crop of cabbage, but last year I did not buy seed of you and I am ashamed to tell what happened."
Pbelps, N. Y.

ENKHUIZEN GLORY
We have tested Enkhuizen Glory as well as Copenhagen Market and Danish Ballhead for several years and bought the best strain we could get.

"Your cabbage seed, which I used last year, and other years produced the best results ever had.
"Please send 2¼ lbs. Enkhuizen Glory at once."
Syracuse, N. Y.

RED ROCK

"Please send me one pound of Red Rock cabbage seed. I had fine cabbage last year. They went 20 tons to the acre."

— — — — —, Hilton, N. Y.

CELERY PLANTS

For our Celery plants, like our Cabbage and Cauliflower plants, we buy the best seed we know regardless of price.

FRENCH GOLDEN SELF-BLEACHING

All of our Golden Self-Bleaching Celery plants are raised from French seed imported by us direct from the originator of the variety in France.

We have used this strain of seed for nearly twenty years.

All of our big crops of Golden Self-Bleaching Celery were raised from this strain of French grown seed and we never saw a hollow stalk.

GIANT PASCAL

We import this from the originator in France.

WHITE PLUME

This strain we bought of French seed, importing it with the other strains.

"I intend to order some Celery Plants later: Last season I got my Celery Plants from you and I won first money and the Blue Ribbon at the Columbia Harvest Home Fair, for the three best stalks, in competition with nine other exhibitors who also attend the Columbia Market regularly.

"Your Celery never showed a particle of rust and was bleached just right for the show."

— — — — —, Maytown, Pa.

"For the last six years I have planted your Celery Plants and won't plant anything else."

— — — — —, Gilbertsville, Pa.

RE-ROOTED PLANTS

We set from 15,000 to 40,000 Danish Cabbage plants per season for many years and large numbers of celery plants.

For several seasons we set no plants but re-rooted one, and though we set through the driest weather, we seldom lose any plants.

After we plow down a good clover or other sod, barrow the ground several times until it is time to set the plants, cross plow, drill in 1,200 or 1,400 pounds of high grade fertilizer per acre, and barrow 4 or 5 times, until the entire seed bed is as mellow as it can be made, we cannot afford to set any but the best plants so that we may have a full stand.

After we have set the plants we expect to cultivate 6 or 8 times, hoe 2 or 3 times and spray if necessary, and the expense is too great to use any but the best plants.

We have harvested 26 tons of cabbage per acre and sold \$526.89 worth of tomatoes from 876 plants, and \$140.42 worth from 148 plants. We have sold \$645 worth of celery from three-fourths of an acre.

Below are conditions necessary to get the largest yield:

1. Use a good strong soil.
2. Plow down a good heavy sod and cross plow, or use plenty of stable manure or both.
3. Use plenty of high grade fertilizer to feed the crop.
4. Prepare the seed bed perfectly by plowing well and harrowing very fine.

5. Use plants from the best strain of seed that can be had.
 6. Use re-rooted plants to get a perfect stand of strong plants.
 7. Hoe and cultivate to keep the soil in fine condition.
 8. Spray to head off the enemies that may attack the crop.
- Use all of these means and success is certain.

We set no cauliflower, cabbage, sprout of celery plants but re-rooted ones. Use the best plants and give them the best chance in order to make the highest profit.

We originated re-rooted plants and our trade in them has grown so in the past fifteen years that practically all of our orders are for re-rooted plants.

PLANT DISEASES

In sections where cabbage, cauliflower and sprouts are raised in large quantities, year after year, different diseases and insects appear.

We are in a grain and bay farming section.

No large fields of truck are raised in this section.

But, to keep our plants free from diseases of any kind, we have moved to new farm or tracts of land twenty-one times in thirty-two years.

We thus keep our plants free from disease.

We could raise cheaper plants by buying cheaper seeds, raising the plants year after year on the same plant farm, and doing all of the other things that make plants cheap.

But we do not think the people want cheap plants.

We think they want the best plants than can be raised so we go to every expense to make them the best.

When plants are offered cheap it can be known that they are like a cheap horse or a cheap suit of clothes, they may look pretty good, but there is something the matter with them.

They cannot be raised cheap if every precaution is taken with them so they will produce a big crop and not get diseased.

IT'S ALL IN THE SEED

"Your plants head up better than any I am able to raise from the seed.

"Last year (1921) your price list was late in reaching me, so I bought 1,000 plants from another firm.

"They didn't start good, so when your list came I got 1,000 from you.

"I did not get 100 heads from the first lot of plants, but the plants you shipped me headed better than 95 per cent HARD HEADS, though it was very dry.

"The plants were set side by side."

F. G. Burnell, St. Albans, Vermont.

"Please send me for the amount (\$5.00) Re-rooted Succession Cabbage plants.

"The last 3,000 were fine, and the last 4,000 Succession I had from you done so good and beat them all that I decided to have nothing but YOUR SUCCESSION for this year."—Otto Boehus, Bristol, Conn.

"I purchased several thousand cabbage and cauliflower plants from you last season and I must say they were the best ever."

J. M. Brightside, Market Garden, Port Jervis, N. Y.

"I have had the greatest satisfaction with your plants so will try your seed."

E. B. E., Jamesville, N. Y.

"Your cabbage and cauliflower were No. 1.

"I thank you very much for prompt delivery.

"Please send me by return post 1,000 Re-rooted Cauliflower plants."

J. H. D., Plattsburg, N. Y.

We try to ship only honest plants.

Honest plants are not only plants that look good when you get them.

You may get nice looking plants, but plants that will not produce hard heads, or only part of them head up.

THEY ARE NOT HONEST PLANTS.

YOU EXPECTED TO GET HEADS.

If you do not get them you are cheated.

Some strains of seed have been bred up until they will produce practically all Hard Heads, and the biggest of their kind.

Plant growers to be honest must try to find this seed and pay for it, and not plant the cheap kinds.

They can do it by taking the time and going to the expense of getting acquainted with practically all the seed growers in the world, testing their seeds, side by side, and buying only the HONEST ones.

It takes years to do this and much expense, but that is the only way.

The only way to insure a BIG CROP is to require of the plant grower EVIDENCE that he has tested about all the strains of seed grown and bought the HEAVIEST PRODUCING STRAINS only.

Greenfield, New York.

F. W. Rochelle & Sons.

Dear Sirs:

You shipped me last year 1,000 re-rooted plants and they were the best I ever set out. Never lost one. I set them in a new piece of ground and after they were started I put on about a half ton of chicken manure, putting the manure between the rows and cultivating it in.

They grew so fast that I could cultivate them only a few times as I had the rows quite narrow and the plants were close together in the rows. They covered the ground in a short time. The cabbage worms didn't have a chance as they grew so fast that they could not harm them.

It may please you to know that out of this small piece of ground I sold 3 tons of cabbage at \$40 a ton and kept 400 heads for myself.

I had Enkhuizen Glory heads that weighed 20 lbs. and some of the Danish Ballhead weighed 15 lbs. after the stalks were cut off.

It has been very hot and dry here and we have not had any rain, only a couple of showers in the last month.

Thanking you for your promptness in shipping my last order and for the good plants you sent me, I remain,

Yours very truly,

Martin F. Schoonmaker.

Roseboom, New York.

"I wish to take this opportunity to write you in regard to the quality of the cabbage plants which I have received from you.

"For several years I have been ordering plants from you and will say they have been well packed, and have reached me in perfect condition, and have always headed well.

"Each year I have increased my planting to meet the demands of my customers.

"Three years ago I ordered 1,000 plants from another firm (because I could get them at half price I was paying you).

"These were set alongside of the plants I obtained from you.

"Every one of them was 'club-footed' with no heads.

"I never had a 'club-footed' plant from you.

"Last spring I tried two firms offering plants cheap, with the result that instead of being cheap they proved very expensive to me.

They arrived dry and were later infested with aphids.

"Nothing of the kind did I ever find on your plants.

"Therefore I am through with the cheap plants.

"The best crop of cabbage that I ever raised was from your plants."—J. B., Ashway, R. I.

"Last year I got cabbage from you and they were the first I have been successful with. I had the best results ever."—C. R. Le G., Bethuen, Mass.

"The last plants received from you people came in good shape and produced a fine crop."—W. K. K., Cherrystone, Pa.

"I would like your price list of cabbage, tomatoes, etc. Good first-class plants as you used to send me. I've tried other firms, don't get results."—S. H., Saratoga, N. Y.

"I got some plants from you and they were fine.

"I sent to another place and got 5,000 and I have got all kinds but red, some of the kinds I ordered, but most of what I did not want. They were cheap and with all the fine roots pulled off."—H. F. P., Rocky Hill, Conn.

"The plants I received from you last year did splendidly."—Calais, Me.

"I have had plants from you for a number of years and have always been very much pleased with them." — — — — —, Dover, Foxcroft, Me.

"Your plants gave me the best yield of any plants I have ever had.

"Last year I did not set your plants, and I had a failure." — — — — —, West Sand Lake, N. Y.

"I have used your plants two years and find them the best ever." — — — — —, Troy, N. Y.

"I sent for some of your seed two years ago and such fine cabbage we have never seen before." — — — — —, Rusb, N. Y.

"Last year I got 500 plants and I never had any celery like it." — — — — —, Gilbertsville, Pa.

"Cabbage was fine." — — — — —, Souderton, Pa.

"For the last few years I have been getting Danish plants from you, which were always the best I could get anywhere.

"I always had a fine crop." — — — — —, McKeesburg, Pa.

"I have always purchased my plants from you and they have been extremely satisfactory." — — — — —, Lacyville, Pa.

"I meant to have written you during the past winter to let you know how satisfactory the plants I got from you last year were." — — — — —, Callicoon, N. Y.

"Wour plants in the past have been O. K." — — — — —, Hamilton, N. Y.

"Last year you sent us some Danish Ballhead plants which were the best we ever saw." — — — — —, Buffalo, N. Y.

"The Danish Ballhead cabbage plants were fine and all are growing nicely." — — — — —, McKeesport, Pa.

"The re-rooted cabbage plants you sent last year were the best ever.

"They made three times as many heads per hundred as native plants." — — — — —, Campton, N. H.

"I have been looking in the Homestead for your advertisement but could not find any.

"I bought the finest plants from you last year I ever bought." — — — — —, West Ossipee, N. H.

"The celery plants I have bought from you for a number of years were O. K." — — — — —, W. Henniker, N. H.

"Those you sent before were certainly as nice plants as I ever put in the ground." — — — — —, Glandford, Me.

"I got some celery plants from you once before—the nicest I ever had." — — — — —, Franklin, N. J.

"I had wonderful luck with your plants last year." — — — — —, Denaffy, N. J.

"I got your price list from Mr. — — — — —.

"He said he always got good plants from you." — — — — —, Spring City, Pa.

"I got last year of you and they were some splendid plants." — — — — —, Hugins, Pa.

"Last year's plants were extra fine." — — — — —, Caribou, Me.

"I sure was satisfied with your plants last year, and your prompt service." — — — — —, Lloydell, Pa.

"Your plants were so good last year I am ordering from you again in hopes these will be just as good."—W. D. West, Sand Lake, N. Y.

"My cabbage was fine of the plants I got of you before."—B. H., Fort Plains, N. Y.

"I was so well pleased with the plants, ordered from you last year that I wanted them from there again this year."—L. B. Homer, N. Y.

"As I bought cabbage plants of you last year, and was well satisfied with them, I am writing to ask you if you could ship me 10,000 Copenhagen Market to arrive May 31st."—R. J. A., Little York, N. Y.

"Received last order of plants all O. K. and are heading fine."—E. W. B., Canadanes, Pa.

"Some of those last year we used for kraut and was fine cabbage."—S. H. S., Lanes Mills, Pa.

"I ordered from you two or three seasons and plants done fine. Came in good condition."—N. B., Woodland, Pa.

"I have been ordering cabbage plants from you the past few years and find them extra good."—J. B. B., Caribou, Me.

"Enclosed find \$10.00. Please send by return mail 2,000 re-rooted Snowball Cauliflower plants. Other plants came through O. K. Thank you for prompt service."—Newport, R. I.

"Please send me 3,000 French Golden Self-Bleaching Celery Plants (re-rooted). Please pack in your usual good way. You send out the finest plants I have ever had of Celery, Cauliflower and Cabbage. They are the kind that live and pay big on a small investment. Wishing you a most prosperous season."—Mrs. J. O. K., McDaniel, Md.

"You sent me good plants at a very low price. I am surprised you can sell re-rooted plants so low. I cannot afford to raise my own any more, so have discarded Hot-beds and Cold-frames."—W. C. R.—Poultry, Fruit and Vegetables. W. R. Junction, Vermont.

"The Paris Golden Celery plants received this P. M. A fine lot, arrived in good condition."—W. H. F., South Main Street Greenhouse, Woonsocket, R. I.

"I have had your plants for a few years and find them O. K."—Mrs. E. E., Wilcox, Pa.

"The cabbage received a week ago arrived in best of condition. I think the best I ever set out."—J. R. D., Vanderbilt, Pa.

"I received the cabbage plants yesterday. They were in fine shape. Came through just splendidly."—C. H. H., Stanley, N. Y.

Elmira, New York.
"The plants I had from you before were the best I ever saw anywhere and I would like more."

Spring City, Pa.
"The Danish Ballhead plants I got last year did fine."

Webster, Pa.
"I wish to state that the plants I received last year could not have been better. They were simply O. K. in every respect."

Elizabeth, Pa.
"I have been getting cabbage plants from you for 10 years and was always more than pleased."

Falls Village, Conn.
"Had 2,000 Danish Ballhead cabbage plants of you last year and every one headed."

White River Junction, Vermont.
"The only good cabbage I ever raised was from your plants."

"Please send me the following Cabbage, Cauliflower and Celery plants. Never lost a plant last year of yours."—F. G. S., Bearsville, N. Y.

"I received my early cabbage plants and they are growing fine."—H. P., Osceola Mills, Pa.

Your seeds and plants are sure the best," ———, Shickshinny, Pa.

"I received my 1,200 plants in fine shape."—G. N., Wilcox, Pa.

"Please ship me at once 300 Giant Pascal celery plants like the last you sent me.

"THEY SURE WERE FINE."—P. W., Durham, N. C.

"I received the plants O. K. and they were very satisfactory."—E. W. B., Oneco, Conn.

"Inclosed find check for \$7.50 for 1,500 Re-rooted Snowball Cauliflower plants.

"You sent me a lot last year and they were fine and came in good shape."—J. E. DW., Sussex, N. J.

"All of your Celery plants reached us in excellent condition."—H. G. H. Co., Seedmen, Atlanta, Ga.

"Your plants last year were simply grand, best I ever had."—G. W. A., Glen Wilton, Va.

"We were well pleased with plants last year."—C. F., Mexico, N. Y.

"Please send me by Parcel Post 1,000 Re-rooted French Golden Self-plants. This is a trial order to see what the plants are and how they come through."—(June 27th) W. A. B., New Milford, Conn.

"Please send me by Parcel Post 1,000 Re-rooted French Golden Self-Bleaching Celery plants."—(July 17th) W. A. B., New Milford, Conn.

"Please send me 1,000 re-rooted French Golden Self-Bleaching Celery Plants. Thanks for others received today."—(July 21st). W. A. B., New Milford, Conn.

"I received plants all O. K. Many thanks."—Mrs. M. F., Oxford, N. Y.

"Have used your plants several years and have never found any that excel."—A. H. H., Muncey, Pa.

"Please send XXX French Golden Self-Bleaching Celery Plants. These plants were recommended to me by Mr. ———, R. D. 3, Bridgeport, Conn., who speaks very highly of them."—N. H. A., Bridgeport, Conn.

"The shipment of 2,000 arrived and they are fine."—G. D. P., Cherry Valley, N. Y.

"Have received cabbage plants, and they are fine. All O. K."—W. H. S., Petersburg, N. Y.

"My other order arrived in fine shape."—L. M. A., Burlington Flats, New York.

"I have found your plants to be what they are listed and I consider them to be true to name as I have been ordering from you a number of years and can say that I have always got what I ordered."—J. W. P., Millbury, Mass.

"I had plants from you last year. They were splendid plants."—T. F., Salamanca, N. Y.

"Some years ago, when a member of the firm of W. A. Brown & Sons I bought a great many plants from you, after I entered the postal service I recommended a great many of my friends to you, as your plants always came in good shape, and were always satisfactory. It has been a pleasure to recommend your firm, as I felt my friends and neighbors would be satisfied, and would get good plants."—A. E. B., Osceola Mills, Pa.

"Your plants in the past have been very satisfactory."—L. W. E., Katonah, N. Y.

"Have had your plants before and they have proved very satisfactory."—I. J. N., West Hartford, Conn.

"The plants I bought of you last year were the strongest and grew the best of any I have ever seen."—M. D. M., Cornwall Bridge, Conn.

"Plants reached me Monday and were O. K."—H. J. T., Germania, Pa.

"Received your cabbage plants yesterday. Was O. K."—H. S., Lumber City, Pa.

"The plants received last year were very satisfactory."—J. G. J., Arnold Arboretum, Harvard University, Jamaica Plain, Mass.

"The celery plants reached me in fine condition."—J. R. K., West Gloucester, Mass.

"Please find check for 2,000 French Golden Self-Bleaching Celery plants. First lot received O. K."—H. M. H., West Newton, Mass.

"I was well pleased with the plants I got last year."—W. S. W., Reynoldsville, Pa.

"Cabbage plants were received in fine condition and were very good stock."—W. H. W., New Castle, Pa.

"The cabbage plants are very satisfactory."—N. M. T., Milford, Conn.

"The results from plants obtained from you last season were very satisfactory."—T. F. E., Garrison on Hudson, N. Y.

"Your celery last year came out fine."—P. Van L., Canton, Mass.

"The last shipment was very satisfactory, and we thank you for your promptness."—R. P. D. V., Greenville, S. C.

"The cabbage plants arrived O. K."—C. L. M. C., Wilton, N. H.

"My cabbage plants came this A. M. They are fine."—W. J. C., Hobart, N. Y.

"I received the 500 early plants you shipped me and they were fine."—J. K. B., Spring Glen, N. Y.

"The 10,000 cabbage plants you sent me were fine, hardly lost a plant although it was very dry." ———, Lee, Mass.

North Weare, New Hampshire.
"I had an extra fine crop from the Danish Ballhead plants I bought from you last year."

Woodland, Pa.
"My cabbage was fine last year, about the best in the community."

Kane, Pa.
"The Danish Ballhead plants we got from you last year were the finest we ever had and every plant headed."

Nunda, New York.
"The celery plants which we got of you last year were fine."

Woodlawn, Pa.
"My cabbage was fine last year, about the best in the community."

Saltsville, Va.
"Have practically always failed on celery when I tried other plants than yours."

"Were very much pleased with the plants last year."—H. H. H., Watertown, N. Y.

"I got 2,000 of you once before and they were the best plants I ever set."—M. S. M., Feura Bush, N. Y.

Bethlehem, Pa.
"I telegraphed you today as follows: 'Will purchase forty thousand French Golden Self-Blanching, fifteen thousand Winter Queen, ten thousand White Plume celery plants. Ship twenty-five thousand plants today, twenty-five thousand Friday and balance Monday. Am forwarding check today.' I enclose herewith check for \$190.00."

West New Brighton, New York.
"We received the celery plants yesterday. They were the best plants we ever had."

Flemington, New Jersey.
"I had some of your celery plants last year and they were fine."

Wysox, Pa.
"We bought our celery plants from you last year. They were fine."

Winchester, N. H.
"I have always got the best celery plants from you that I have ever had."

Clark's Summit, Pa.
"I had some of your celery plants last year and they were fine."

THIRTY-TWO YEARS

For thirty-two years we have devoted ourselves almost exclusively to raising four kinds of plants, testing four kinds of seeds, and growing the four kinds of truck from the plants. Cabbage, Cauliflower, Brussels Sprouts and Celery.

We have sometimes harvested 6 acres of Danish Cabbage and have harvested 26 tons per acre.

We have sold \$645 worth of Celery from $\frac{3}{4}$ of an acre, \$562.89 worth of tomatoes from 786 plants, \$140.42 from 148 plants and raised as fine Cauliflower as can be grown.

We have sold millions of cabbage plants in a season to the large cabbage growers of New York State.

Have received orders for 550,000 Snowball Cauliflower plants IN ONE DAY from the Cauliflower growers of the Long Island Cauliflower Association.

We have raised large quantities of Cauliflower plants for members of the Long Island Cauliflower Association from their seed.

Have had men drive here with automobile trucks from other States to get truck loads of our Cauliflower and Celery plants.

Have raised large quantities of cabbage plants for the cabbage SEED growers of Long Island from which to grow seed.

Have raised fields of celery seed for seedmen.

Have kept up a correspondence for many years with the largest growers of seed side by side, in our fields.

of cauliflower, cabbage and celery seed in the world, and tested their strains

The results of this is that we know about every place where the finest seeds are grown and every grower who grows them, and we know nearly all the places where poor seeds are grown and the growers of poor seeds, so we can hardly be cheated.

We can get the best strains of seed there are because we have spent most of thirty-two years in growing and testing these four things.

Pretensions do not take with us.

The question is will their strain of seed produce BIG CROPS.

We do not ask the seed growers whether their seed will produce big crops.

We try their seed for ourselves, side by side, then we know whether they will.

We buy all the seeds for our plants with the one idea in mind—BIG CROPS and GOOD QUALITY.

Whatever grower has bred up seed that will produce BIG CROPS and GOOD QUALITY we buy it.

Many of the big seed growers of Denmark, Holland and France send men to this country to sell their seeds.

They come to see us.

We are glad to see them and talk with them, but their talk sells no seeds.

It is the weighing up of the crop that their seeds has produced. IN OUR FIELDS, that gets the order or does not get it.

Fine looking cabbage and cauliflower plants can be bought from many dealers in plants, but fine looking plants do not always produce BIG HEADS.

Like produces like.

If the plants are grown from heavy yielding strains of seed you will get a BIG YIELD.

If the plants were grown from light yielding strains of seed you will get a light crop.

But BIG CROP SEEDS are the kind we buy and no other.

Every one that buys our plants can count on getting these five things:

1. The results of working all the time for thirty-two years with four kinds of plants.
2. The BIGGEST CROP that any seeds of these four kinds of vegetables will produce.
- As good plants as we can raise.
4. As careful packing as we can do to get the plants to you in good order.
5. Reasonable prices for the work we do on the plants.

PARCELS POST, OR EXPRESS

We ship plants either by Parcels Post or Express, as ordered.

We ship most by Parcels Post unless plants are ordered sent by express.

Perhaps two-thirds of our customers for plants live within the first and second postal zones, making the postal charges low.

The first and second zones from Chester include all of New Jersey, all of Delaware, all of Connecticut (except the northeast corner), two-thirds of the Post Offices of Pennsylvania, more than half of the offices of New York State, a considerable portion of those in Massachusetts, Rhode Island, and Maryland, and some in Vermont and Virginia.

We can send postage "collect" same as express "collect."

NON-WARRANTY

While we endeavor to have all plants true to name, carefully packed and promptly shipped, in common with all seed and plant growers, we give no warranty, expressed or implied, as to description, quality, productiveness, or of any other matter of any of the plants or seeds we send out, and will not in any way be responsible for the crop.

All orders accepted subject to plants being sold.

Every order received will be accepted upon these conditions only, and they must be accepted by the customer when ordering.

NO BUSINESS DONE ON SUNDAY.—We do no business on Sunday or consider it in any way.

F. W. ROCHELLE & SONS, CHESTER, NEW JERSEY